Notice of Allowability	Application No. 09/322,677	Applicant(s)	nt(s) Davis et al.		
	Examiner Cuong H. Ngu	*	oup Art Unit 2165		
All claims being allowable, PROSECUTION ON THE MERIT herewith (or previously mailed), a Notice of Allowance and is in due course.					
This communication is responsive to <u>the amendment</u> , 8	Interview on 3/16/20	01			
The allowed claim(s) is/are 1-13 15-68					
☐ The drawings filed on are acc	eptable			-	
☐ Acknowledgement is made of a claim for foreign priority ☐ All ☐Some* ☐None of the CERTIFIED copies o ☐ received ☐ received in Application No. (Series Code/Serial No.	f the priority document				
received in this national stage application from the		PCT Rule 17 2	?(a))		
*Certified copies not received	· · · · · · · · · · · · · · · · · · ·				
Acknowledgement is made of a claim for domestic priorit	y under 35 U.S.C. § 1	19(e).			
A SHORTENED STATUTORY PERIOD FOR RESPONSE to THREE MONTHSOM THE "DATE MAILED" of this Office a ABANDONMENT of this application. Extensions of time may	ction. Failure to timely	comply will re	sult in		
Note the attached EXAMINER'S AMENDMENT or NOTICE the oath or declaration is deficient. A SUBSTITUTE OAT				h discloses tha	it
Applicant MUST submit NEW FORMAL DRAWINGS					
(X) because the originally filed drawings were declared by applicant to be informal.					
including changes required by the Notice of Draftsper Paper No10.	son's Patent Drawing I	Review, PTO-9	48, attached	hereto or to	
<ul> <li>including changes required by the proposed drawing of approved by the examiner.</li> </ul>	correction filed on, which has been				
including changes required by the attached Examiner					
Identifying indicia such as the application number (se the drawings. The drawings should be filed as a sepa Draftsperson.	e 37 CFR 1.84(c)) sh arate paper with a tra	ould be writte nsmittal lettte	n on the rev r addressec	erse side of I to the Officia	ı
☐ Note the attached Examiner's comment regarding REQUI	REMENT FOR THE D	EPOSIT OF BI	OLOGICAL	MATERIAL.	
Any response to this letter should include, in the upper right CODE/SERIAL NUMBER) If applicant has received a Notice and DATE of the NOTICE OF ALLOWANCE should also be in	of Allowance and Issi				
Attachment(s)  Notice of References Cited, PTO-892 Information Disclosure Statement(s), PTO-1449, Pape Notice of Draftsperson's Patent Drawing Review, PTO- Notice of Informal Patent Application, PTO-152 Interview Summary, PTO-413 Examiner's Amendment/Comment					
Examiner's Comment Regarding Requirement for Dep	osit of Biological Mate	rial		•	
Examiner's Statement of Reasons for Allowance	Ç				
S Patent and Trademark Office TO-37 (Rev. 9-95) Notice of	of Allowability		Part of	Paper No	19

GOG 31824

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#### DETAILED ACTION

- 1. This Office Action is the answer to the interview on 3/18/2001, and the amendment submitted on 3/19/2001; which papers have been placed of record.
- Claims 1-13, 15-68 are pending in this application. Claim 14 was canceled.

#### Drawings

3. Since allowable subject matter has been indicated, applicants are encouraged to submit formal drawings in response to this Office Action. The early submission of formal drawings will permit the Office to review the drawings for acceptability and to resolve any informalities remaining therein before the application is passed to issue. This will avoid possible delays in the issue process.

# Allowable Subject Matter and Reasons for Allowance

4. During an interview including SPE Vincent A. Millin, the examiner of the record, applicants' representatives (Mr. John G. Rauch, and Mr. James P. Naughton), current claims 1-13, 15-68 are considered patentable distinct over closest references of Buck et al., (WO 200016218 Al), and Parsons et al., (WO 0041090 - published date is 7/13/2000), and RYAN et al., (WO 9948028 - published date is 9/23/1999), because the applicants disclose a

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modified concept of generating a search result list substantially in real time in response to a search request from a searcher using a computer network, the concept comprising a step which is non-obvious over above closest disclosures:

- maintaining a database including search listings, wherein each search listing is associated with a network location, a search term and a modifiable bid amount that is independent of other components of the search listing, the bid amount being associated with a search term and the network location, the bid amount corresponding to a money amount that is deducted from an account of a network information provider associated with the network location upon receipt of a retrieval request for the network location; recording a retrieval request event including account identification information corresponding to the network information provider to permit maintenance of accurate account debit records.

# Conclusion

- Claims 1-13, 15-68 are allowed.
- 6. The following references are considered pertinent to applicants' disclosure.
- Buck et al., (WO 200016218 Al, classification G06F 17/30publishing date was 23/03/2000), about a web site searching and indexing system for Internet, provides search report of listings

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relevant to search inquiry in which rank is assigned in order according to denominated values associated with listing (Buck et al. do not disclose about maintenance of debit records wherein the bid amount corresponding to a money amount that is deducted from an account of a network information provider).

- Buck et al., (PCT/WO US9920486, classification G06F 17/30-publishing date was 9/10/1999), about a web site searching and indexing system for Internet, provides search report of listings relevant to search inquiry in which rank is assigned in order according to denominated values associated with listing (Buck et al. do not disclose about maintenance of debit records wherein the bid amount corresponding to a money amount that is deducted from an account of a network information provider).
- Parsons et al., (WO 0041090 published date is 7/13/2000), about a search engine database and interface base (Parsons et al., do not disclose about maintenance of debit records wherein the bid amount corresponding to a money amount that is deducted from an account of a network information provider).
- RYAN et al., (WO 9948028 published date is 9/23/1999), about an improved search engine (Ryan et al., do not disclose about maintenance of debit records wherein the bid amount corresponding to a money amount that is deducted from an account of a network information provider).

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Any inquiry concerning this communication or earlier communications from the examiner should be directed to examiner Cuong H. Nguyen, whose telephone number is (703)305-4553. The examiner can be reached on Mon.-Fri. from 7:00 AM-4:30 PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Vincent A. Millin, can be reached on (703)308-1065.

Any response to this action should be mailed to:

Box Issue Fee

Commissioner of Patents and Trademarks c/o Technology Center 2100 Washington, D.C. 20231

or faxed to: (703) 308-9051

Any inquiry of a general nature or relating to the status of this application should be directed to the Group receptionist whose telephone number is (703)305-3900.

Cuonghnanger Cuong H. Nguyen Patent Examiner Mar. 23, 2001

VINCENT MILLIN SUPERVISORY PATENT EXAMINER TECHNOLOGY CENTER 2100